

# Storefront Art: Call to Artist

## La Crosse, WI

### About the project

The Storefront Arts project is a collaboration of community artists to transform storefront windows into engaging attractions for pedestrian viewing. The purpose of this project is to provide artists an opportunity for exposure in the community, while contributing to the beauty of Historic Downtown La Crosse through storefront enhancements.

**The Pump House Regional Arts Center and the City of La Crosse Arts Board are continuously accepting exhibition proposals for the Storefront Art project.**

### Eligibility

Open to all artists at least 18 years of age. Eligible artwork includes 2D, 3D, mixed media, installations, sculpture, and fine crafts though excludes live art and individual property owner constraints (nudity, content, etc.). Storefront specific proposals are encouraged.

### Artist expectations

In exchange for complimentary exhibit space, artists are expected to help with installation and removal of their own artwork. Additionally, artists agree by contract that they are responsible for insuring their own artwork.

### Sales

Displayed artwork will generally be for sale. All sales are noncommissioned, and handled exclusively between the artist and the customer. Artist bio and contact information will be on a sign in the storefront window so the public can contact the artist if interested. Sold artwork will remain in the storefront until the 90-day exhibition period is up.

### What to Submit

Please submit a CD containing the following information (CD will not be returned):

- **Artist Bio or Statement:** Please be sure to include your personal contact information, including telephone number, email address, mailing address and website (if applicable). Your Artist Bio or Statement will be for display to the public. (Copied on CD, formatted in .doc or .rtf)
- **Sample of work:** Please include a maximum of 10 photos representing work you intend to include in the Storefront Art project. Images should be numbered and labeled with your last name.
- **List of works:** Please include a document listing the title, media and dimensions of the works and corresponding number. (Copied on CD, formatted in .doc or .rtf)

- **Artist Intent:** Submit a one-page max. letter indicating your intended title and plans for your exhibit.

Label CD and CD case clearly. Mail CD with above information to:

Pump House  
Attn: Storefront Arts Committee  
119 King Street  
La Crosse, WI 54601

Selected proposals will be notified and assigned to a suitable storefront. Artwork will remain in the storefront for at least 90 days with the exception of some special installations. The property owner has rights to request removal of artwork at any time due to property leasing or other reasons. They must inform the Storefront Arts committee three days in advance.

Thank you for your interest in exhibiting your work with the Storefront Art project.

Please send questions to [storefrontartlacrosse@gmail.com](mailto:storefrontartlacrosse@gmail.com).